

TABLE OF CONTENTS

APPROVAL PAGE	II
DECLARATION OF ORIGINALITY	III
PREFACE	IV
ABSTRAK.....	V
ABSTRACT	VII
CHAPTER I INTRODUCTION	1
1.1 OVERVIEW OF RESEARCH OBJECT	1
1.1.1 Company Profile.....	1
1.1.2 Company Vision and Mission	2
1.1.3 Company Logo	2
1.1.4 Company Organizational Structure	3
1.1.5 Products and Services	3
1.2 RESEARCH BACKGROUND	3
1.3 PROBLEM FORMULATION	13
1.4 RESEARCH PURPOSES	15
1.5 RESEARCH BENEFITS.....	16
1.6 SYSTEMATIC WRITING	16
CHAPTER II LITERATURE REVIEW	18
2.1 THEORY AND PREVIOUS RESEARCH	18
2.1.1 Definition of Marketing.....	18
2.1.2 Definition of E-Commerce	18
2.1.3 Type of E-Commerce	19
2.1.4 Definition of Consumer Behaviour	19
2.1.5 Purchase Decision Process	20
2.1.6 Definition of Perceived Risk	21
2.1.7 Dimension of Perceived Risk	21
2.1.8 Definition of Purchase Intention.....	22

2.1.9	Relationship between Perceived Risk and Purchase Intention	23
2.1.10	Previous Research	23
2.2	THEORETICAL FRAMEWORK.....	30
2.3	RESEARCH HYPOTHESIS	31
CHAPTER III RESEARCH METHODOLOGY		33
3.1	RESEARCH CHARACTERISTICS	33
3.2	VARIABLE OPERATIONS	34
3.2.1	Operational Variables	34
3.2.2	Measurement Scale	39
3.3	RESEARCH STAGES.....	40
3.4	POPULATION AND SAMPLE	42
3.4.1	Population	42
3.4.2	Sample	42
3.5	DATA COLLECTION AND SOURCE.....	43
3.5.1	Data Collection	43
3.5.2	Data Source.....	43
3.6	DATA PROCESSING.....	44
3.6.1	Validity Test	44
3.6.2	Reliability Test.....	46
3.7	DATA ANALYSIS TECHNIQUE.....	47
3.7.1	Descriptive Analysis.....	47
3.7.2	Method of Successive Interval (MSI).....	49
3.7.3	Classic Assumption Test.....	50
3.7.4	Multiple Linear Regression Analysis	50
3.7.5	Hypothesis Testing	51
3.7.6	Coefficient of Determination	52
CHAPTER IV RESEARCH RESULTS AND DISCUSSION.....		53
4.1	CHARACTERISTICS OF RESPONDENTS.....	53
4.1.1	Screening Questions	53
4.1.2	Characteristics of Respondents Based on Gender	54
4.1.3	Characteristics of Respondents Based on Age	55
4.1.4	Characteristics of Respondents Based on Occupation.....	55
4.1.5	Characteristics of Respondents Based on Education Level.....	56

4.1.6	Characteristics of Respondents Based on Daily Internet Usage.....	57
4.1.7	Characteristics of Respondents Based on Online Shopping Experience Level.....	58
4.1.8	Characteristics of Respondent Based on Frequency of Online Shopping per Month	59
4.1.9	Discussion of the Characteristics of Respondents	60
4.2	DESCRIPTIVE ANALYSIS	62
4.2.1	Descriptive Analysis of the Perceived Risk Variable.....	62
4.2.2	Descriptive Analysis of the Purchase Intention Variable	74
4.3	DATA ANALYSIS	76
4.3.1	Classic Assumption Test.....	76
4.3.2	Multiple Linear Regression Analysis Results.....	82
4.3.3	Hypothesis Testing	84
4.3.4	Coefficient of Determination (R^2)	89
4.4	DISCUSSION.....	90
4.4.1	Influence of Financial Risk on Purchase Intention.....	90
4.4.2	Influence of Product Risk on Purchase Intention	91
4.4.3	Influence of Security Risk on Purchase Intention	92
4.4.4	Influence of Time Risk on Purchase Intention	92
4.4.5	Influence of Social Risk on Purchase Intention.....	93
4.4.6	Influence of Psychological Risk on Purchase Intention	93
4.4.7	Influence of Perceived Risk on Purchase Intention	95
CHAPTER V CONCLUSIONS AND RECOMMENDATIONS.....		96
5.1	CONCLUSION	96
5.2	RESEARCH LIMITATIONS	97
5.3	SUGGESTION.....	97
5.3.1	Practical Suggestions	97
5.3.2	Theoretical Suggestions.....	98
REFERENCES		99
APPENDIX.....		104